



U.S. Army 2005 MWR Leisure Needs Survey Results

**Sierra Army Depot
California**

BRIEFING OUTLINE

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▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

- MWR Programs and Facilities
- Leisure Activities

▮ **NEXT STEPS**

PROJECT OVERVIEW

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MWR STRATEGIC BUSINESS PLANNING MODEL

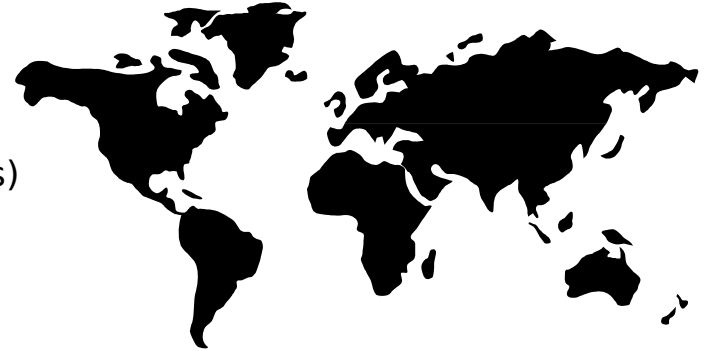


METHODOLOGY

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▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 1,242 surveys were distributed at Sierra Army Depot



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

METHODOLOGY

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▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

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□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
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Active Duty	1	1	2	200.00%	N/A
Spouses of Active Duty	56	72	7	9.72%	±34.65%
Civilian Employees	691	532	98	18.42%	±9.17%
Retirees	689	637	147	23.08%	±7.17%
Total	1,437	1,242	254	20.45%	±5.58%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

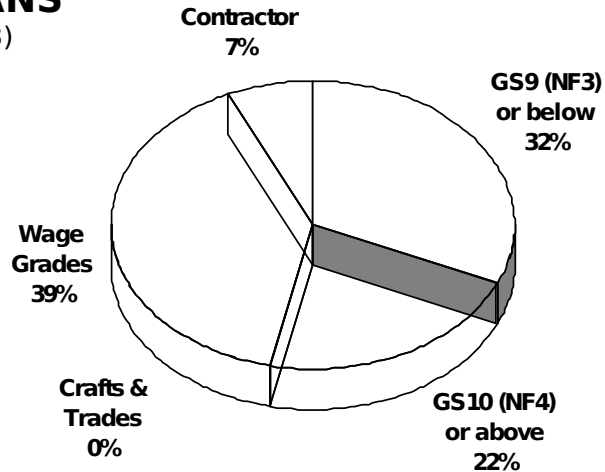
PATRON SAMPLE*

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RESPONDENT POPULATION SEGMENTS

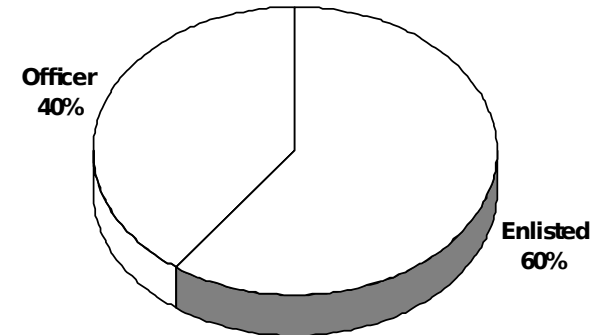
CIVILIANS

(n = 93)



RETIREEES

(n = 100)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

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▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT SIERRA ARMY DEPOT

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MOST FREQUENTLY USED FACILITIES

Bowling Food & Beverage	37%
Fitness Center/Gymnasium	25%
Swimming Pool	12%
Post Picnic Area	10%
Army Lodging	8%

LEAST FREQUENTLY USED FACILITIES

School Age Services	4%
Outdoor Recreation Center	6%
Youth Center	8%
Army Lodging	8%
Post Picnic Area	10%

MWR PROGRAMS & FACILITIES: SATISFACTION AT SIERRA ARMY DEPOT*

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FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Outdoor Recreation Center	4.48
Fitness Center/Gymnasium	4.45
Army Lodging	4.33
School Age Services	4.30
Youth Center	4.25

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Bowling Food & Beverage	3.50
Post Picnic Area	3.82
Swimming Pool	3.95
Youth Center	4.25
School Age Services	4.30

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT SIERRA ARMY DEPOT*

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FACILITIES WITH HIGHEST QUALITY RATINGS*

Youth Center	4.44
Fitness Center/Gymnasium	4.29
Outdoor Recreation Center	4.27
Army Lodging	4.23
School Age Services	4.15

FACILITIES WITH LOWEST QUALITY RATINGS*

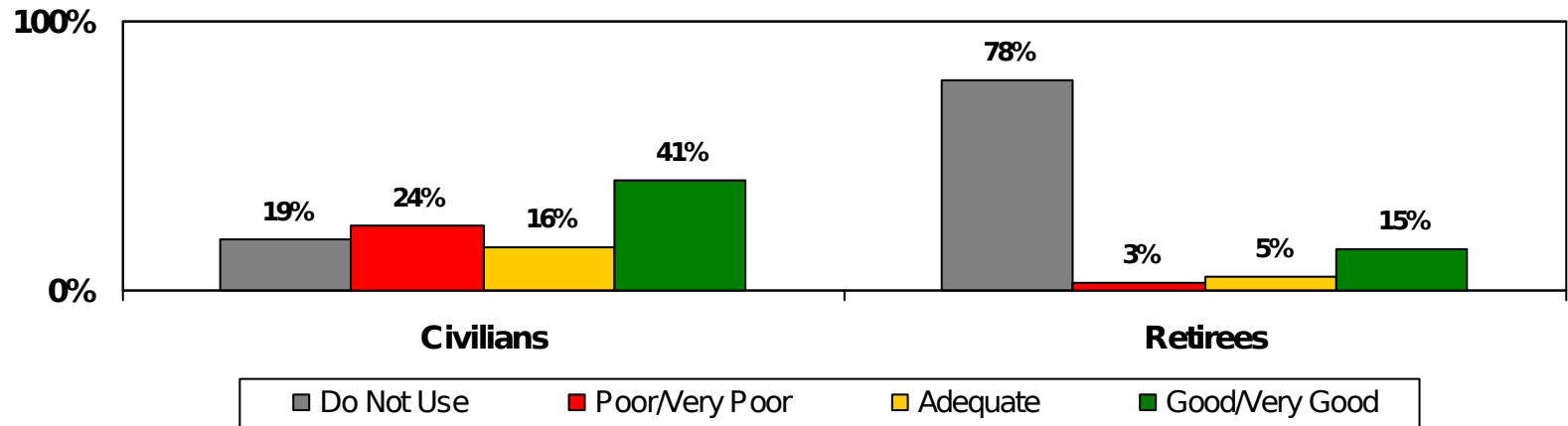
Bowling Food & Beverage	3.57
Post Picnic Area	3.80
Swimming Pool	3.85
School Age Services	4.15
Army Lodging	4.23

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

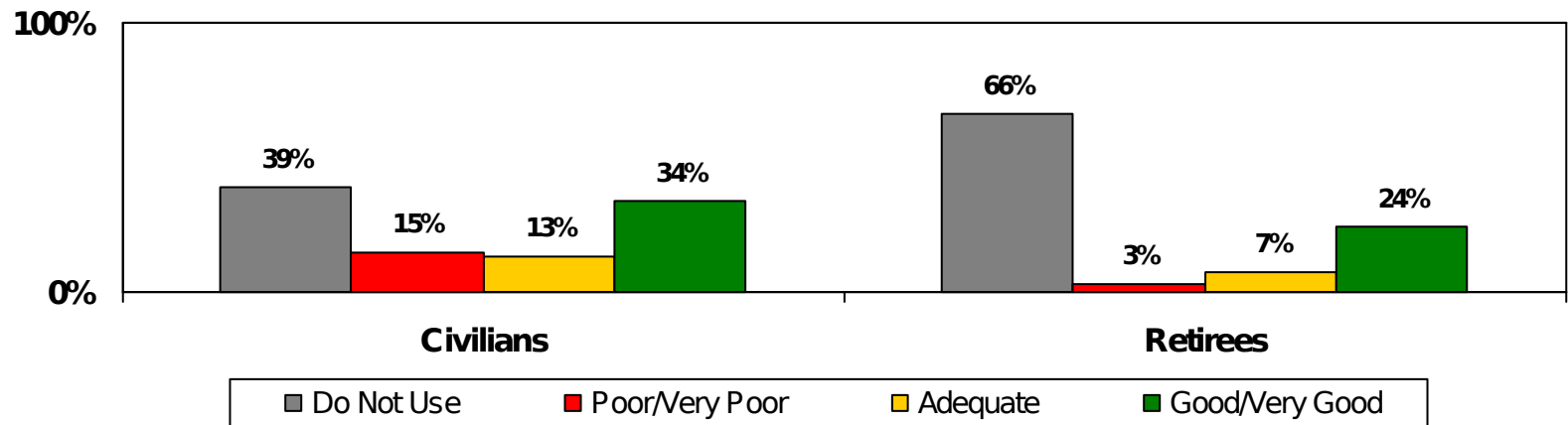
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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Quality of On-Post Services



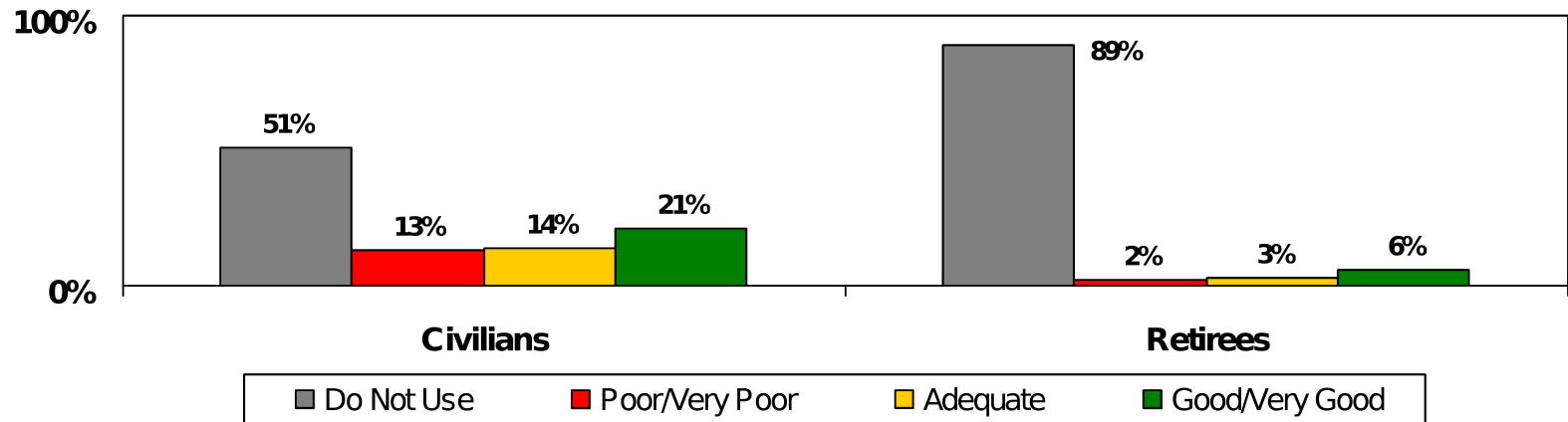
Quality of Off-Post Services



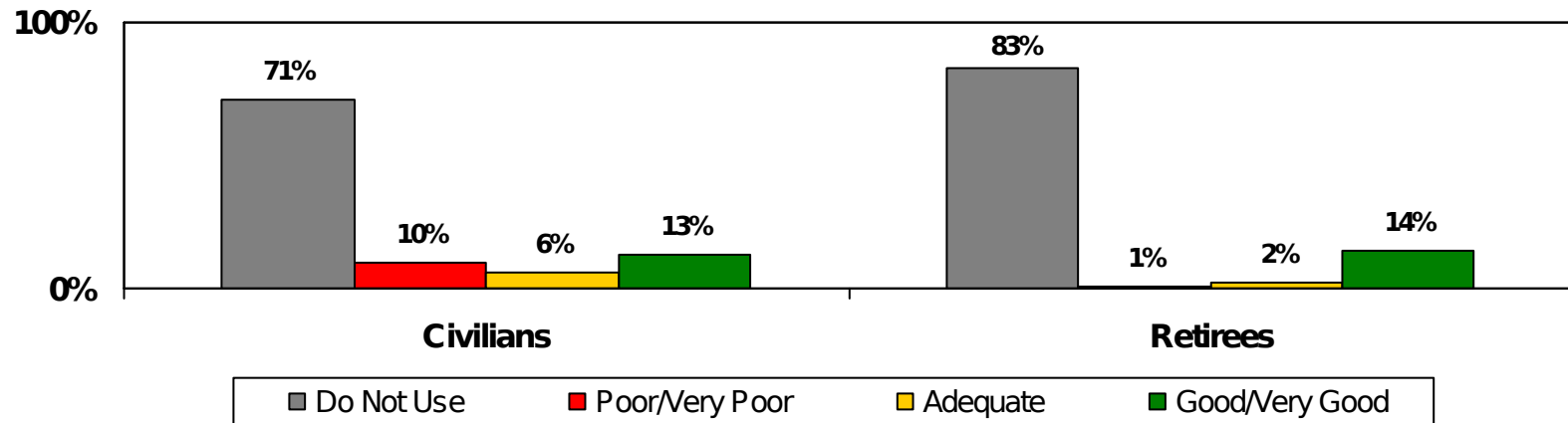
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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Quality of On-Post Services



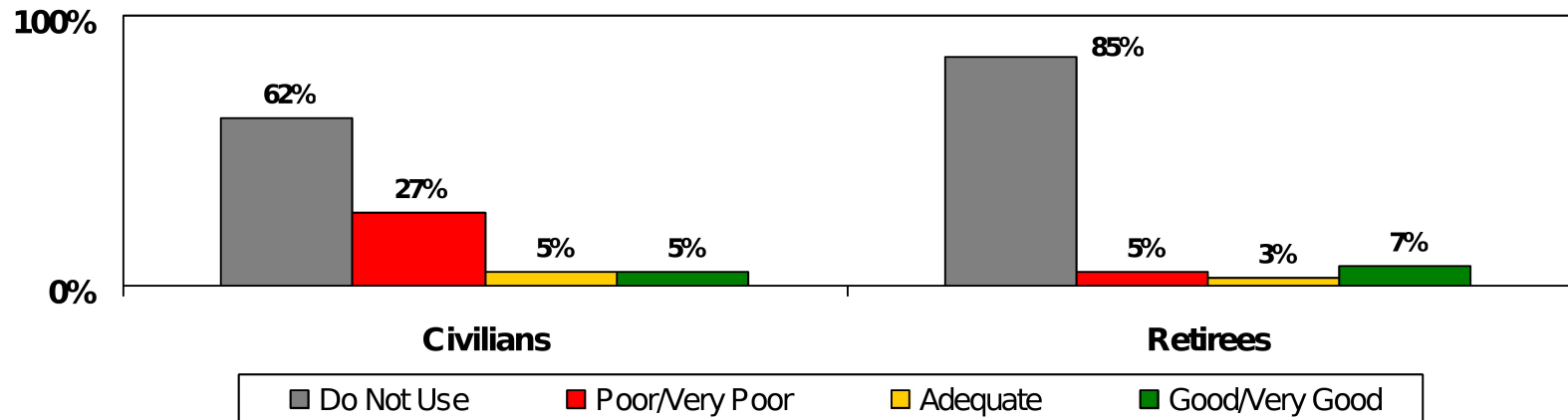
Quality of Off-Post Services



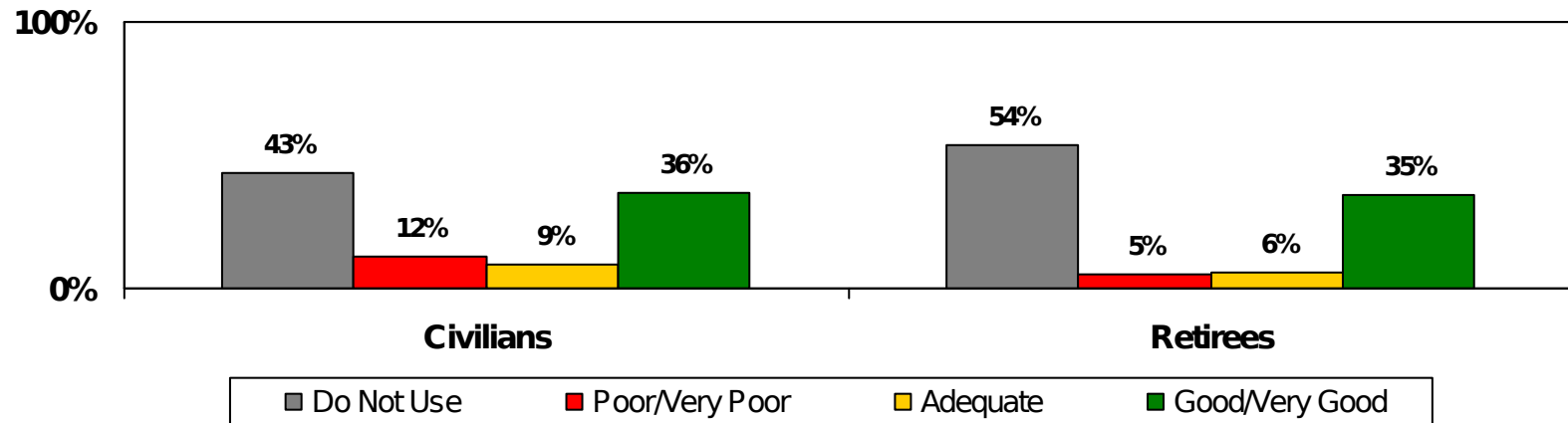
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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Quality of On-Post Services

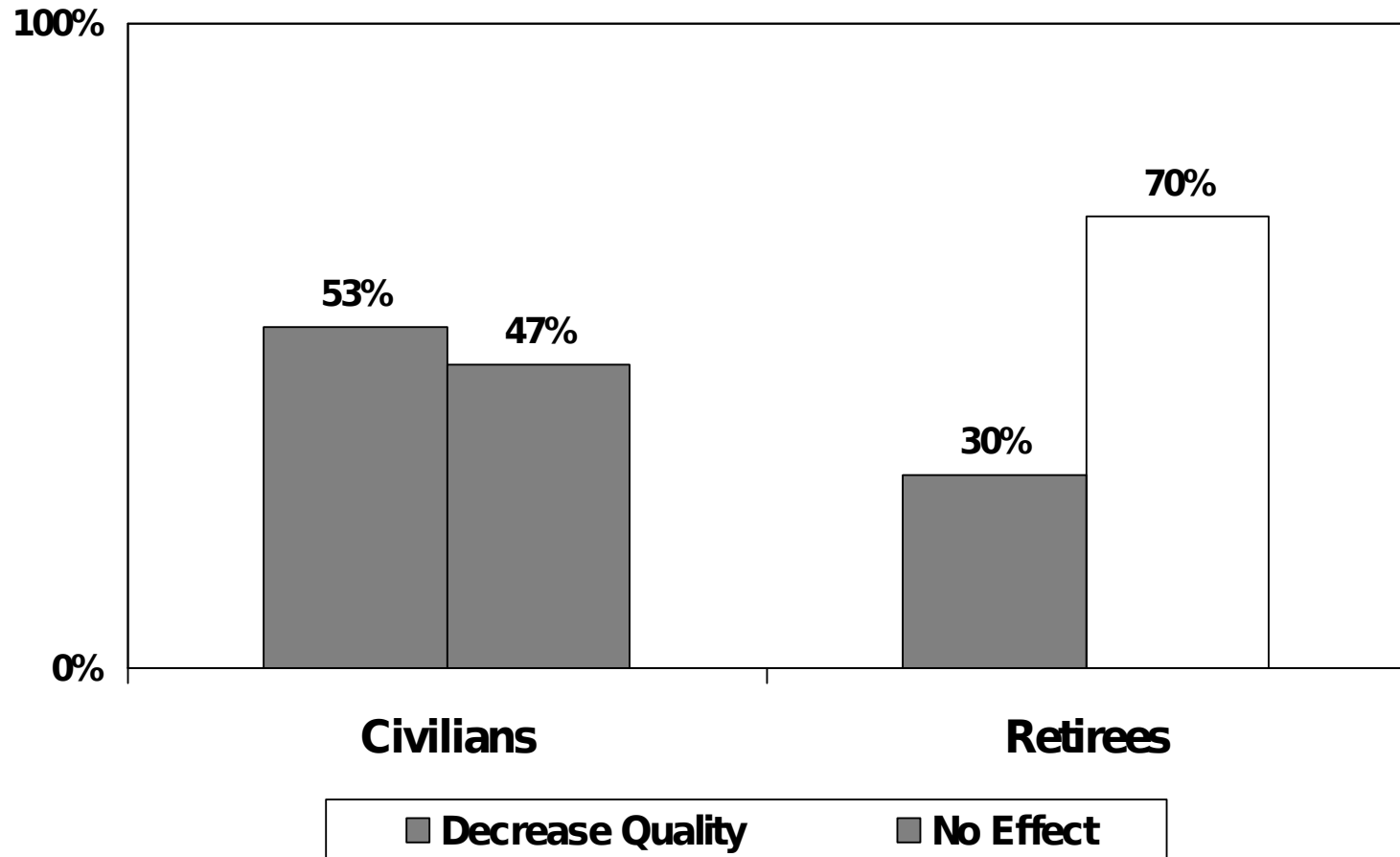


Quality of Off-Post Services



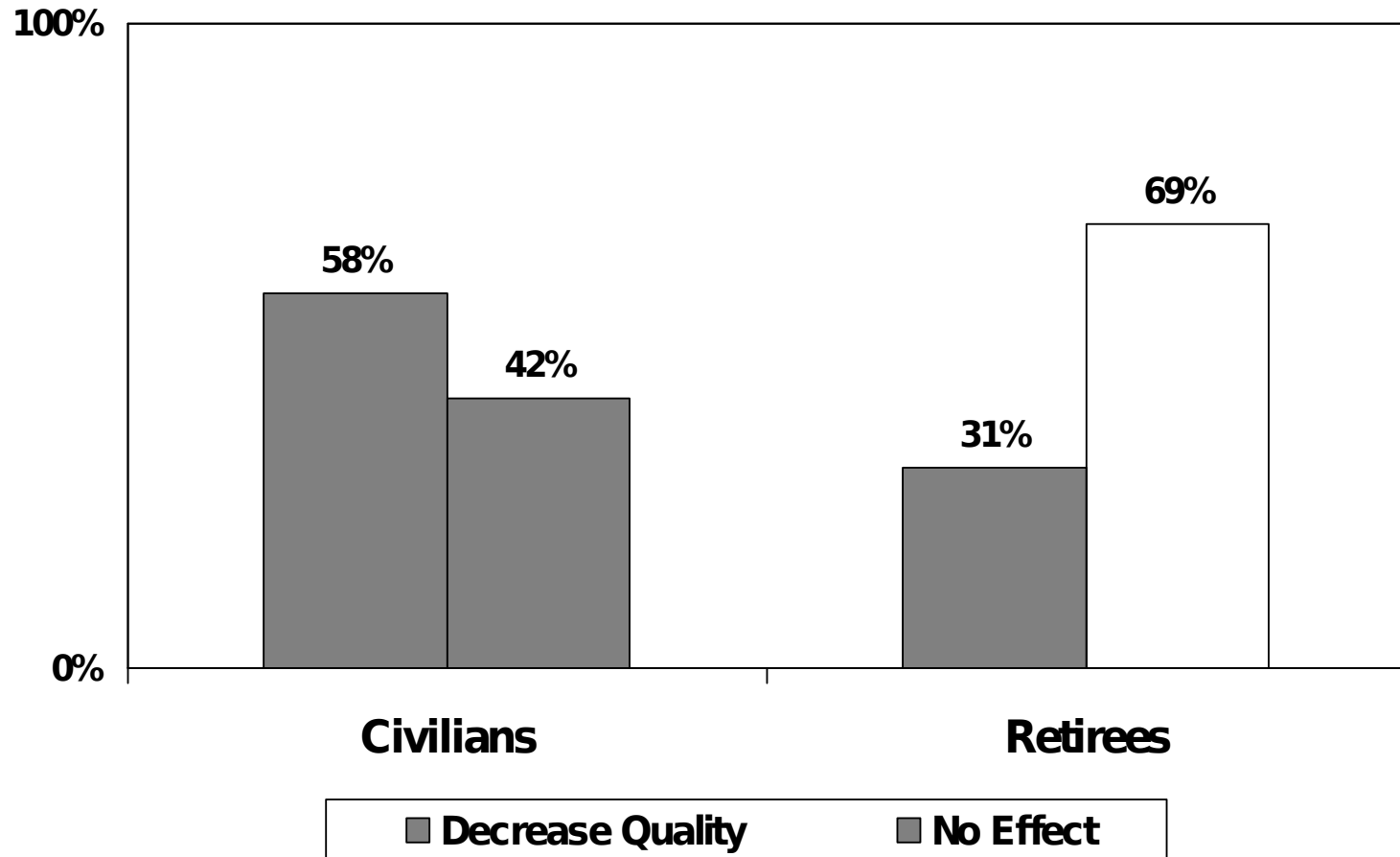
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Army Lodging	67%
Fitness Center/Gymnasium	65%
Library	49%
Youth Center	48%
Swimming Pool	42%
Child Development Center	40%
Bowling Food & Beverage	38%

RV Park	58%
Golf Course Pro Shop	56%
Car Wash	52%
Golf Course	47%
Arts & Crafts Center	47%
Bowling Pro Shop	45%
Golf Course Food & Beverage	45%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

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WHERE DO YOU GET INFORMATION?	CIVILIANS	RETIREES	TOTAL
Internet	25%	10%	18%
E-mail	52%	6%	31%
Friends and neighbors	26%	9%	19%
Family Readiness Groups (FRGs)	0%	3%	3%
Bulletin boards on post	49%	6%	29%
Post newspaper	36%	7%	23%
MWR publications	21%	11%	16%
Radio	0%	2%	1%
Television	2%	2%	2%
My child(ren) let(s) me know	8%	1%	5%
Other unit members or co-workers	37%	4%	22%
Unit or post commander or supervisor	11%	2%	7%
Marquees/billboards	18%	2%	11%
Flyers	49%	11%	32%
Other	5%	19%	12%
I never hear anything	4%	57%	28%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	65%
Entertaining guests at home	57%
Internet access/applications (home)	50%
Going to beaches/lakes	43%
Camping/hiking/backpacking	42%
Special family events	41%
Gardening	40%
Walking	39%
Going to movie theaters	38%
Fishing	37%

Top 5 for Civilians

Entertaining guests at home	64%
Watching TV, videotapes, and DVDs	64%
Internet access/applications (home)	58%
Going to beaches/lakes	53%
Camping/hiking/backpacking	50%

Top 5 for Retirees

Watching TV, videotapes, and DVDs	70%
Walking	51%
Entertaining guests at home	45%
Gardening	43%
Internet access/applications (home)	39%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Basketball	13%
Volleyball	10%
Softball	6%
Self-directed sports tournaments	6%
Touch/flag football	6%

Outdoor Recreation

Going to beaches/lakes	43%
Camping/hiking/backpacking	42%
Fishing	37%
Picnicking	25%
Bicycle riding/mountain biking	20%

Social

Entertaining guests at home	57%
Special family events	41%
Night clubs/lounges	30%
Dancing	27%
Happy hour/social hour	23%

Sports and Fitness

Walking	39%
Cardiovascular equipment	25%
Weight/strength training	16%
Bowling	15%
Running/jogging	13%

Entertainment

Watching TV, videotapes, and DVDs	65%
Going to movie theaters	38%
Live entertainment	33%
Festivals/events	27%
Plays/shows/concerts	24%

Special Interests

Internet access/applications (home)	50%
Gardening	40%
Automotive maintenance & repair	33%
Automotive detailing/washing	31%
Digital photography	30%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	14%	N/A	14%
Internet access (library)	14%	N/A	14%
Multimedia (videos, DVDs, CDs)	11%	N/A	11%
Study/self development	10%	N/A	10%
Bowling	9%	5%	15%
Cardiovascular equipment	7%	18%	25%
Volleyball	7%	3%	10%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	6%	2%	42%	50%
Gardening	0%	3%	37%	40%
Automotive maintenance & repair	2%	5%	26%	33%
Automotive detailing/washing	1%	8%	22%	31%
Digital photography	0%	7%	22%	30%
Computer games	0%	2%	22%	24%
Trips/touring	1%	20%	0%	21%

*Top 7 special interest activity preferences ranked by overall participation.

NEXT STEPS

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▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)